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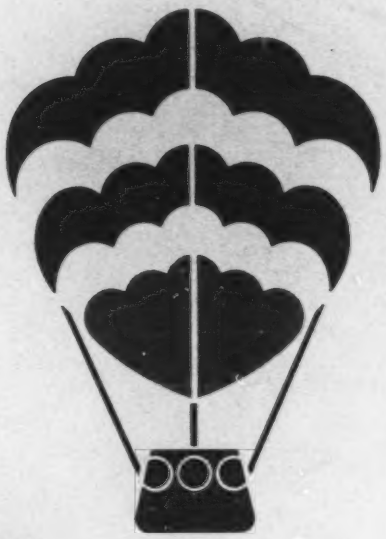
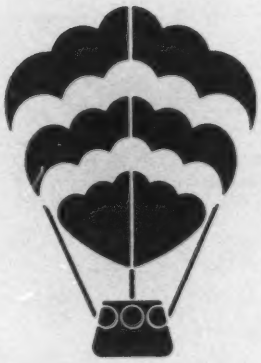
# Digest

November-December, 1983

Iowa Development Commission





## Come Explore The Heartland℠... This Summer

See page 8

# AVAILABLE BUILDINGS

## PARTIAL LIST

**This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3251.**

| SQUARE FOOTAGE | COMMUNITY | FORMER USE |
|---|---|---|
| 10,000 | Rockwell City | Manufacturing |
| 10,000 | Charles City | Spec Building (new) |
| 12,000 | Sioux City | Spec Building (new) |
| 20,000 | Clinton | Spec Building (new) |
| 20,000 | Estherville | Spec Building (new) |
| 20,000 | Hopkinton | Manufacturing |
| 20,000 | Iowa Falls | Spec Building (new) |
| 20,000 | Maquoketa | Spec Building (new) |
| 21,000 | Corning | Spec Building (new) |
| 21,205 | Oskaloosa | Spec Building (new) |
| 21,250 | Buffalo Center | Manufacturing |
| 22,166 | Mason City | Warehousing |
| 22,280 | Humboldt | Manufacturing |
| 22,500 | Red Oak | Spec Building (new) |
| 23,000 | Waverly | Spec Building (new) |
| 23,600 | Lake Mills | Lt. Mfg./Warehousing |
| 29,400 | Oelwein | Lt. Mfg./Warehousing |
| 29,500 | Sioux City | Manufacturing |
| 30,000 | Marshalltown | Spec Building (new) |
| 31,516 | Webster City | Warehousing |
| 32,600 | Maquoketa | Manufacturing |
| 33,100 | Eldora | Mfg./Warehousing |
| 34,000 | Hampton | Manufacturing |
| 35,000 | Council Bluffs | Manufacturing |
| 37,500 | Spencer | Manufacturing |
| 40,000 | Creston | Spec Building (new) |
| 40,000 | Fort Madison | Warehousing |
| 40,000 | New Hampton | Manufacturing |
| 42,900 | Ames | Manufacturing |
| 44,348 | Osceola | Lt. Manufacturing |
| 60,250 | Davenport | Lt. Mfg./Warehousing |
| 65,106 | Ottumwa | Trng./Manufacturing |
| 66,467 | Waterloo | Manufacturing |
| 74,456 (multi-bldg. complex) | Oskaloosa | Mfg./Warehousing |
| 85,000 | Burlington | Manufacturing |
| 96,000 | Pella | Manufacturing |
| 100,000 | Cedar Rapids | Spec Building (new) |
| 120,000 (multi-bldg. complex) | Boone | Lt. Mfg./Warehousing |
| 137,500 | Centerville | Manufacturing |
| 159,336 | Mason City | Mfg./Warehousing |
| 160,000 | Waterloo | Manufacturing |
| 169,000 | Red Oak | Manufacturing |
| 273,000 | Fort Dodge | Manufacturing |
| 655,000 | Des Moines | Manufacturing |

# Sales boost seen from IDC trade mission

Sales of Iowa goods to North Africa and Saudi Arabia are expected to receive a $3 million boost in the next 12 months because of a recent Iowa Development Commission-sponsored trade mission.

"And we're hoping that's a conservative figure," said the IDC's Max Olson, who led 11 Iowa business people on the October trade mission to Algeria, Tunisia, Egypt and Saudi Arabia.

The sales projection is based on reports from participating companies.

"One businessman had a cable request for a tender in Algeria even before he returned from the mission," Olson said.

The goal of most participants was to find sales representatives in at least three of the four countries, Olson said. That goal was reached in most cases, he said.

The IDC's trade missions are designed to help Iowa businesses find new markets, identify new customers and develop more export sales. The IDC, in cooperation with U.S. foreign embassies, takes care of most of the details of the trips, freeing the companies to concentrate on business.

Prior to this latest mission, 70 Iowa companies had participated in Iowa trade missions since 1974, visiting 43 countries.

Participating in the latest trade mission were: Jerry Chaffee of AEON International Corp., Marion; Paul Daemen of George A. Rolfes Co., Boone; Jerry Woodke of Hawkeye Eagle Trailers, Schaller; Gary Hall of INTRACO Inc., Oskaloosa; and Larry Miller of Iowa Export-Import Trading Co., Des Moines.

Allen Guckenberger of Kwik-Way International, Marion; Joe Aossey and Allen Hamood of Midamar Corp., Cedar Rapids; Vahe "Val" Abrahamian and Ahmad "Jim" Abdin of Midwest Overseas Export Corp., Des Moines; and David DeLong of Stadiums Unlimited Inc., Grinnell.

# Industry casts a longing eye toward Iowa's smaller communities

**By Robert E. Embers**

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A trend is emerging in the migration pattern of the U.S. population that marks a significant change in U.S. economic development. For the first time since 1820, the Census of the U.S. population shows that the rural and small-town population is growing faster than the metropolitan area population — more than 15 percent faster during the 1970s decade.

Although numerous factors are influencing this population reversal to less populated areas, one significant factor has been the tendency of manufacturers to locate in smaller less urban communities. Plagued by high taxes and labor costs, congestion, and decaying infrastructure, many metropolitan areas are losing new industrial development to smaller communities. These communities frequently offer new facilities, a non-union work force, a pro-business attitude, and a quality of life more attractive to many Americans.

A recent study by Midwest Research Institute showed that, increasingly, small communities are taking a greater share of state economic development. In 1982, the most recent year for which data were tabulated, more than 30 percent of the new manufacturing plant locations in Nebraska and Iowa were in towns of between 1,000 and 5,000 in population. In addition, 20 percent of the plant expansions took place in these small communities during this same year. In comparison, during 1978, 24 percent of the new facilities and 16 percent of the expanded facilities in these states took place in small communities of between 1,000 and 5,000 in population.

### Expand and diversify

The result of this change in industrial development patterns is that rural communities are recognizing an opportunity to expand and diversify their local economy away from the traditional agricultural and mining industries. Their success will depend largely on how well they can target their economic development activities to industries that are most likely to be attracted to their community.

(Editor's note: The Midwest Research Institute recently conducted an economic development research study for the western Iowa community of Manning, population 1,609. The study examined Manning's resources and outlined the types of businesses and industries the community should try to attract.)

To some extent, this targeting effort is more critical for small communities than for metropolitan areas. Not only do these communities have far more limited financial and human resources available for economic development, but also there are far more of them competing for newly locating facilities. In Nebraska and Iowa, there are 285 communities of between 1,000 and 3,000 population. These numbers alone make it extremely difficult for a small community to stand out.

*(Cont. on page 6)*

*Robert E. Embers is an associate research analyst for the Midwest Research Institute of Kansas City. Embers specializes in state and local economic development. The Midwest Research Institute is an independent, not-for-profit research firm providing scientific and management services for business, industry and government. This article is reprinted with the permission of the Midwest Research Institute. It originally appeared in the July 1983 issue of the institute's newsletter,* Midwest Focus.

# *Plan outlined to 'continue, strengthen' ICB*

*Mary Maybee of Boone celebrates her city's award at the annual Iowa Community Betterment Recognition Day in Ames.*

Gov. Terry Branstad in early November outlined a structure to "continue and strengthen" the successful Iowa Community Betterment program.

Speaking to nearly 1,000 community volunteers at the annual ICB Recognition Day in Ames, Branstad said ICB now will be coordinated by the Governor's Office for Volunteers. The program will be directed by Bobbie Finch, a member of the governor's personal staff.

The program formerly was administered by the Iowa Development Commission.

"The Development Commission will continue to provide some staffing for the program," Branstad said.

State officials started the ICB program in 1970, challenging Iowans to improve their communities through volunteer work. Community representatives come to Recognition Day each year to hear who earned awards and to learn more about how they can improve their communities. It's a day filled with workshops, awards banquets and visits to community booths.

### Successes

"In my travels around Iowa, I have seen firsthand the many successes of our strong Community Betterment program. From citywide clean-ups, to mobile meals for the elderly, development of recreation areas and the upgrading of sewer and water systems, Community Betterment illustrates a lot of what's best about Iowa," Branstad said.

"We plan to maintain the program's traditions so that communities will be challenged to do their best work," Branstad said. "Recognition Day will be held next fall, as usual, but cash prizes will be modified to increase the number of youth involvement awards," the governor noted.

"To save money, preliminary judging will be done

*(Cont. on page 6)*

## 1983 Community Betterment Awards

### IOWA ARTS COUNCIL

**$300 Belmond** — constructed and furnished art center-museum.
**$300 Forest City** — sponsored variety of arts activities under "Arts Awakening" theme.
**$300 Riceville** — youth presented "South Pacific."
**$200 Albia** — converted car barn into museum.
**$200 Blockton** — painted mural.
**$200 Decorah** — promoted awareness of community's historic district.
**$200 Drake Neighborhood, Des Moines** — designed "free-form" playground.
**$200 Hedrick** — renovated historic house.
**$200 Marion** — sponsored variety of cultural events.
**$100 Calumet** — built community parade float.
**$100 Diagonal** — youth sponsored art in the park and variety theater-forums.
**$100 Elk Horn** — restored and furnished historic house.
**$100 Farmington** — held First Annual Strawberry Festival.
**$100 Gowrie** — moved and renovated depot.
**$100 Moulton** — held arts week and dinner theater.

### IOWA BLUE FLAME GAS ASSOCIATION

1. **$1,400 St. Ansgar** — surveyed energy conservation projects.
2. **$1,000 Sioux Center** — promoted energy conservation.
3. **$500 Monticello** — renovated and made energy-efficient an old high school.
4. **$100 Honorable Mention — Southside Neighborhood, Council Bluffs** — renovated and insulated two old houses.

### COMMUNITY BOOTH DISPLAYS

1. **$100 Hanlontown**
2. **$75 Ottumwa**
3. **$50 Corydon**

# 1983 Community Betterment Awards

## OUTSTANDING ACHIEVEMENT AND YOUTH INVOLVEMENT

**CATEGORY I — Population under 345**
**Outstanding Achievement**
1. **$500 Kirkman** — held community celebration; continued park improvements; beautified community.
2. **$400 Jolley** — beautified community; held centennial celebration; laid cement floor for recreational use.
3. **$300 Welton** — raised money for community center; fingerprinted youth; youth worked to build recreation area.
4. **$200 Arlape** — held community pig roast; began raising money for centennial; sponsored parade entry at Tingley Centennial.
5. **$100 Pleasant Plain** — made drapes for community meeting room; disassembled and moved log cabin; made improvements to community building; youth built picnic table and painted playground equipment.

**$50 Honorable Mention — Calumet** — began raising money for centennial; built community parade float; erected events sign, published newsletter, and surveyed residents.

**Youth Involvement**
**$500 Welton** — see above.
**$50 Honorable Mention — Pleasant Plain** — see above.

**CATEGORY II — 345-459**
**Outstanding Achievement**
1. **$500 Blockton** — made improvements to Main Street; raised money for children of two accident victims; youth organized and surveyed themselves, and began raising money for tennis court.
2. **$400 Floyd** — converted old gym into community center; sponsored community celebration; built solar panels for community center.
3. **$300 Goose Lake** — held community meeting; held community celebration; fingerprinted youth.
4. **$200 Soldier** — raised money for community-building air conditioning; beautified store fronts; started day care center.
5. **$100 Nichols** — surveyed residents; set up emergency medical program; planned and raised money for new community hall.

**Youth Involvement**
**$500 Blockton** — see above.
**$50 Honorable Mention — Diagonal** — youth conducted variety of projects, including art celebration, bike-a-thon, CPR classes, and variety theater-forums.
**$50 Honorable Mention — Rowley** — adults and youth built Little League ball field.

**CATEGORY III — 460-849**
**Outstanding Achievement**
1. **$500 Elk Horn** — restored and furnished historic house; worked to recruit doctor; made plans for National Danish Immigrant Museum.
2. **$400 Carson** — presented alcohol-abuse play; bought CPR manikins; beautified and made other improvements to community.
3. **$300 Titonka** — held community celebration; erected sign recognizing track team; established programs to comfort elderly, equip medical center, and furnish community center.
4. **$200 Churdan** — constructed roadside park and built outdoor classroom; cleaned school after fire; surveyed residents.
5. **$100 Moulton** — beautified community; raised money for youth center; made improvements to horse arena.

**$50 Honorable Mention — Delmar** — held community meeting; beautified community and began building park restrooms; conducted several health and safety programs.
**$50 Honorable Mention — Lost Nation** — expanded ball park; set up food bank; held 4-H celebration.

**Youth Involvement**
**$500 Murray** — youth and adults sponsored leisure-education workshops; youth cleaned up community; youth planned landscaping of school grounds.

**CATEGORY IV — 850-1,100**
**Outstanding Achievement**
1. **$500 Gowrie** — moved and renovated depot; youth and adults raised money for youth center; installed lights at ball park.
2. **$400 Primghar** — youth planted trees; presented community theater productions; conducted nuclear-freeze meeting.
3. **$300 Manilla** — renovated community hall; beautified community; held Fourth of July celebration.
4. **$200 Farmington** — held community festival; held centennial celebration; erected welcome signs.
5. **$100 Schleswig** — drafted proposal for reviving ICB; made plans for community endowment fund; renovated tennis courts.

**Youth Involvement**
**$500 Gowrie** — see above.
**$50 Honorable Mention — Primghar** — see above.
**$50 Honorable Mention — Riceville** — youth presented "South Pacific;" youth held birthday party for library.

**CATEGORY V — 1,101-2,200**
**Outstanding Achievement**
1. **$500 Monona** — bought computers for schools; renovated park; conducted substance-abuse programs.
2. **$400 Jewell** — raised money to buy ambulance; sought doctor; conducted variety of civic projects.
3. **$300 Eddyville** — built downtown mini-park; built picnic tables for elderly and cleaned cemetery; raised money for community center and fire station.
4. **$200 Manning** — bought playground equipment; built park restrooms; set up historical display in library.
5. **$100 Holstein** — fingerprinted children; made school energy efficient and beautified school grounds; sponsored community wellness programs.

**$50 Honorable Mention — Coon Rapids** — fingerprinted youth; bought piano for school; held community festival.
**$50 Honorable Mention — Corydon** — sponsored Des Moines Symphony concert; selected community slogan and logo; made plans for CPR instruction.

**Youth Involvement**
**$500 Nora Springs** — youth revived living Nativity display.

**CATEGORY VI — 2,201-4,999**
**Outstanding Achievement**
1. **$500 Eldora** — raised money for track facility; surveyed residents; planted trees downtown.
2. **$400 Forest City** — sponsored variety of arts activities; surveyed residents; beautified community.
3. **$300 Camanche** — restored community hall basement; conducted several safety programs; sponsored historical preservation activities.
4. **$200 LeClaire** — started ambulance service; planned and raised money for sesquicentennial; conducted several programs for elderly.
5. **$100 Albia** — converted car barn into museum; built recreation complex; raised money for activity center.

**Youth Involvement**
**$500 Hampton** — youth organized Students Against Driving Drunk group; adults and youth developed park.
**$50 Honorable Mention — DeWitt** — youth cleaned up community, collected food for needy, and sponsored bike-a-thon.
**$50 Honorable Mention — Monticello** — youth sponsored several programs for elderly.

**CATEGORY VII — 5,000-9,999**
**Outstanding Achievement**
1. **$500 Decorah** — studied feasibility of sheltered workshop for handicapped; continued work on greenbelt; sponsored recreation programs for youth; promoted awareness of community's historic district; sponsored fitness programs; built community arts center.
2. **$400 Maquoketa** — held community meeting; raised money for food bank; held health awareness day; continued reconstruction of historic lime kilns; beautified downtown; built restrooms at football field.
3. **$300 Cherokee** — raised money for heart research; raised money for music trip; held Fourth of July celebration; offered volunteer help to library; presented anniversary production at community theater; raised money for hospital.
4. **$200 Independence** — surveyed residents; fingerprinted youth; cleaned up community; reopened youth center; held Fourth of July celebration; painted mural.
5. **$100 Vinton** — erected welcome signs; landscaped boulevard; youth built school lounge; published community newsletter; planted trees; supported community medical practice; chose Citizen of the Month and honored business improvement project.

**$50 Honorable Mention — Iowa Falls** — built park; cleaned up community; fingerprinted children; held Fourth of July celebration; began Neighborhood Watch program; bought police dog.

**Youth Involvement**
**$500 Vinton** — see above.
**$50 Honorable Mention — Mount Pleasant** — youth undertook variety of volunteer projects.

**CATEGORY VIII — More than 10,000**
**Outstanding Achievement**
1. **$500 Indianola** — helped needy; studied parks system; improved school playground; renovated county museum; raised money for balloon museum; raised money for new library.
2. **$400 Ankeny** — promoted substance-abuse awareness; bought equipment for and trained EMTs; sponsored Family Week; youth worked at Saylorville Lake; held drum and bugle competition; held post-prom party.
3. **$300 Marion** — began construction of police station; renovated historic house; promoted economic development activities; started food bank; set up bed and breakfast program for Farm Progress Show; sponsored cultural events.
4. **$200 Boone** — promoted school bond issue; sponsored summer theater; raised money for historical railroad; organized softball association; erected Christmas decorations; organized service-club coordinating council.
5. **$100 Marshalltown** — raised money for school auditorium; raised money for school pool; promoted substance-abuse awareness; raised money for day care center; continued crime prevention programs; converted vacant school grounds into playground.

**$50 Honorable Mention — Ottumwa** — held community festival; sponsored volunteerism conference; youth undertook variety of volunteer projects; bought police dogs; assisted elderly with crime prevention; sponsored arts events.
**$50 Honorable Mention — Sioux City** — sponsored logo contest; promoted civic pride with slide show; worked with city on placement of volunteers; cleaned up community; improved park; recognized volunteers.

**Youth Involvement**
**$500 Fort Dodge** — youth organized summer festival.

**CATEGORY IX — Neighborhoods (cities more than 25,000)**
**Outstanding Achievement**
1. **$500 Southside, Council Bluffs** — renovated two houses for social-service use; youth erected fence; youth cleared weeds; youth sponsored clown presentations.
2. **$400 Drake, Des Moines** — revitalized business district; revitalized historic area; raised money for and designed playground.
3. **$300 Hillcrest, Fort Dodge** — awarded scholarship; held candidate forum; formed elderly and youth groups.
4. **$200 Riverside, Fort Dodge** — adults and youth delivered food to elderly and needy; cleaned up park; held chili supper.

**Youth Involvement**
**$500 Southside, Council Bluffs** — see above.
**$50 Riverside, Fort Dodge** — see above.

# Towns need business-like marketing

(Cont. from page 3)

### Location decision

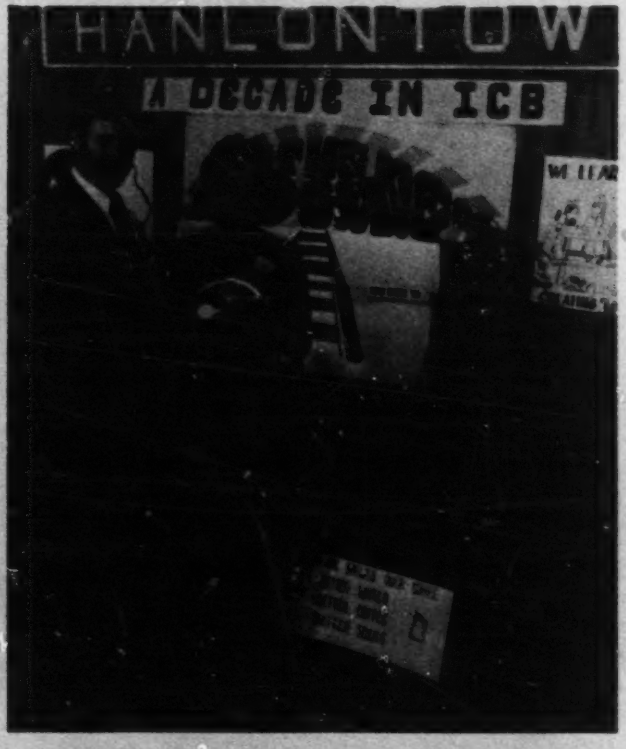
The industrial location decision for a manufacturing company involves a two-step decision process. First, the company will determine the region of the country that is most beneficial to its operation. Typically, this would include inter-regional comparisons of transportation costs and facilities, unionization, and access to regional markets and other factors. The second step represents an evaluation of the possible local sites within the region. Key considerations for industry in the local search process are availability of space for expansion, local labor costs and productivity, and the overall community industrial climate.

It is at this second stage of the site location process that the community leaders can play a critical role in the location decision. A well-organized, informative, and business-like marketing effort involving the coordinated participation of business, civic, and government leaders can be one of the greatest assets for community economic development. The community that is aware of the particular needs and interests of the company and is prepared to stress its own community strengths, as well as address its weaknesses, is in a much stronger position to attract development.

**'The rural Midwest has never seen better potential for growth'**

Communities, like people, need to periodically step back and look at who they are, where they've been, and where they want to go. It is sometimes a painful process, but it is this introspection that allows them to acquire a higher quality of life. For almost 20 years, MRI (Midwest Research Institute) has been helping Midwestern communities to recognize their strengths and weaknesses, and to use their unique resources to create economic development. Never before in these past two decades has there been a greater potential for real economic growth and prosperity in the rural Midwest. The next decade will show which communities choose to be a part of that prosperity. ✦

# 66 communities earn ICB awards




*Keith Heffernan, deputy director of the Iowa Development Commission, presents the first-place booth ribbon to Marilyn Niemi of Hanlontown during the annual Iowa Community Betterment Recognition Day in Ames.*

(Cont. from page 4)

from project books with judges visiting only outstanding projects in each population category."

Branstad's office is in the process of seeking new private-sector sponsors to add to the list of ICB supporters. Regional workshops also will be held in 1984 on project development, volunteer motivation and fundraising.

### Awards

The awards given at this year's Recognition Day are outlined in the charts accompanying this article. Sixty-two Iowa communities and four neighborhoods in the state's larger cities earned awards.

The lion's share of the awards were given for outstanding achievement and youth involvement. Twenty private-sector sponsors donated $20,000 for these awards. The communities' projects were reviewed in September by teams of volunteer judges who visited each of the 117 cities that completed the program.

In addition, the Iowa Blue Flame Gas Association sponsored cash awards for communities with outstanding energy conservation projects, and the Iowa Arts Council sponsored cash awards for communities with exceptional arts projects. Representatives of each group determined the awards in those categories.

Awards also were given to the best community booth displays at Recognition Day. Thirty-three "pride" booths were set up along the concourse of Hilton Coliseum, highlighting the achievements of neighborhoods and communities throughout Iowa. ✦

# Industries quick to sign up for Iowa's new training program

Iowa's new job training program has taken off like a rocket, with four companies signing contracts for the training of more than a hundred workers during just the first three months of the program.

In fact, the program is expected to have a hand in creating 1,000 new jobs for Iowans by the end of the year.

"It would be an understatement to say the program has been well-received," said Dale Braynard, Iowa's training program coordinator. "Once companies learn what Iowa has to offer, they're very interested in pursuing their expansion plans here."

The program, technically referred to as the Iowa Industrial New Jobs Training Program, was approved by the Iowa General Assembly during the last legislative session.

The program is so innovative that other states' developers have been calling the Iowa Development Commission asking about it, Braynard said. The program even earned the tag "model legislation" from some because it does not require the use of existing tax money.

"With this program, we're lowering the employers' start-up costs and improving their profitability," Braynard said, "while at the same time creating jobs and easing the transition from the old to the new technology."

### Community colleges

Through the program, new or expanding industries enter into an agreement with the community college in their area. The community college designs a program tailored to the specific industry's needs and then issues bonds to pay for the instructor, the equipment and the classroom space. The bonds are retired with property tax money collected from the increased value of the new or expanded plant, or with income tax money from the new employees' wages. The area college also has the option of levying a standby tax on all property in its district, but that option will only rarely be used, Braynard said.

A big incentive for industry in the new program is that money from the community colleges' bonds can be used to pay up to 50 percent of workers' wages during on-the-job training. That could last up to a year, according to the law.

The on-the-job training option and other provisions of the new program have put Iowa "heads above" other Midwestern states in the area of job training, according to an analysis by one out-of-state firm Braynard recently dealt with.

Officials from another company, Flex-O-Lite of St. Louis, have said one of the reasons they decided to locate in Iowa (at Muscatine) instead of in another state is the training options available here.

### Machine operation

Flex-O-Lite has made arrangements with the Eastern Iowa Community College District to train 16 workers. Most of the instruction will be on the operation of machines to screen and size reflective glass spheres for traffic signs. The training sessions, though, also will include the locally hired plant manager and several foremen.

Particularly attractive to Flex-O-Lite was the money available for workers' wages during on-the-job training, company officials said. Nearly a third of the money from the firm's $100,000 training program will be used to subsidize trainees' wages.

Flex-O-Lite's program actually is a hybrid, combining resources from bonds issued under the new program with money obtained through the state's Industrial Start-Up Training program and the federal government's new Job Training Partnership Act.

"We like it when we can combine the resources of several programs," said Braynard, whose job is to tie together the training programs of the Iowa Department of Public Instruction, the Iowa Office for Planning and Programming and the IDC.

### Central Can

Central Can Co., on the other hand, which also is building a plant in Muscatine, elected to set up a program exclusively through the new program.

An incremental property tax on the new value created by the plant and a withholding tax credit on the new employees' wages will underwrite the $240,000 cost of the program. Central Can is using more than half of that money for on-the-job training.

Most of the instruction at Central Can will be on the operation of machines to blow-mold plastic containers. The firm also is seeking training for supervisory, maintenance, packaging, secretarial and quality control workers.

The first training contract signed under the new law was between Norand Corp. of Cedar Rapids and Kirkwood Community College for the training of 45 new employees. The bonds Kirkwood issues will be financed through a withholding tax credit on the wages of new employees. The cost of the project has been set at $100,000.

Des Moines Area Community College at Ankeny also has gotten into the act by signing a contract with Firestone Tire & Rubber Co. for the training of 30 employees who will work in a new, highly technical operation at the plant. The $200,000 cost will be underwritten with a withholding tax credit.

As of early November, three more contracts were in negotiation, involving 430 workers. Several more contracts were in various stages of development, Braynard said.

"I can't say I'm really surprised by the level of activity," Braynard said. "But it certainly is gratifying." ✦

# 'Come Explore,' campaign

*Come explore the heartland.*
*Say Vee-sha and you've caught the campus fever.*
*Watch some of the nation's top cowboys in action.*
*If you love jazz, . . . bring your fiddle or your banjo.*

Yes, it's Iowa we're talking about, and it's never sounded better.

The lines above are excerpted from various print advertisements that will hit the streets this spring as part of the Iowa Development Commission's new tourism advertising campaign.

The campaign will feature regional newspaper and magazine ads, headlined by the theme "Come Explore the Heartland."

The success of the campaign, according to IDC officials, is in large part dependent on the extent the private sector ties its own promotions to the state's campaign. A mini-conference in Des Moines in late November gave chamber executives, travel agents, restaurant owners and others who have a vested interest in attracting visitors to Iowa an opportunity to scrutinize the campaign.

"We need the support of private industry because only through a combined effort can we get Iowa's message heard," said Jack Bailey, IDC director.

"The diversity of Iowa's tourism industry is truly amazing," Bailey added. "We have put together an advertising campaign that allows us to tickle people's interest in exploring just exactly what Iowa has to offer."

State and local officials have identified increased tourism as one way Iowa can diversify its economy and create more jobs. Information from the U.S. Travel Data Center indicates that travelers in the state spent nearly $1.6 billion in 1981, and helped create 51,500 jobs for Iowans. Officials hope an organized travel campaign will increase both the number of visitors and the amount of money they spend.

### Packets

Guests at the Des Moines mini-conference each received a packet of materials outlining the mechanics of incorporating the statewide campaign into local promotions. Billboards, press releases, direct mail, and bumper stickers all were covered in the kit. (Information on how to obtain one of the kits appears later in this article.)

Of particular interest at the conference was the new radio jingle.

Each conference participant received a reel-to-reel tape containing three versions of the music that promotes the campaign's "Come Explore The Heartland" theme.

Local businesses and communities can insert their messages into one of the three formats to provide a customized version of the theme. More ambitious advertisers can make use of instructions included in the kit to incorporate the theme into 30-second television commercials.

Reinforcement of the theme on a local basis, throughout the state, will further strengthen the IDC's investment in the campaign, Bailey said.

### Variety

The major emphasis of the campaign is newspaper ads that stress the variety of Iowa events and points of interest. Each ad highlights various attractions and events in the state, giving travelers a specific incentive to plan their next trip to Iowa.

## New theme set to an Iowa tune

Though experts in the music production field tend to gather in the major metropolitan and music centers of Los Angeles, Chicago, Nashville and New York, Iowa has its own share of talented musicians. It was that conviction that led the Iowa Development Commission to Sound Ideas Productions in Sioux City.

The assignment was to put together a jingle for the state's new tourism campaign, based on the theme "Come Explore The Heartland."

Direction from the commission to use Iowa sources gave the nearly five-year-old company a chance for some statewide exposure. Lon Rochester, marketing expert with the firm, says he is pleased to be working for the state.

Rochester stresses that all four principles in Sound Ideas Productions were born and raised in Sioux City. Brothers Craig and Greg Wall are professional musicians who were on the road for five years, under contract with a Nashville recording company. They finally tired of living out of a suitcase and joined forces with Rochester and business manager Jim Rossiter, setting up shop back in their favorite city, Sioux City.

IDC Director Jack Bailey confirms the commission's commitment to using Iowa companies as suppliers.

"Iowa has so much business and creative talent, there's no reason to go outside the state," he says. "And any business we can give an Iowa company stays right here in Iowa."

Sound Ideas Productions seconds that motion. ✦

# beckons

The ads also feature a clip-out coupon to send for more information on Iowa vacations. Metropolitan newspaper audiences in the six states contiguous to Iowa will be seeing these ads.

Regional magazine coverage includes such well-known publications as *Better Homes & Gardens* and *National Geographic*. And the campaign will be featured at travel shows throughout the country this winter.

"I'm thrilled with the design of this program," said Paul Comer, manager of the IDC's visitors section. "It allows us maximum flexibility in promoting the distinctly different regions of the state, while local businesses can get in on the excitement at the same time.

"This versatility will give us a higher profile nationwide," Comer added.

**Kit available**

A limited supply of mini-conference kits is available to Iowa business, industry and community representatives who would like to incorporate the theme into their own advertising. Requests for the materials should be addressed to: Iowa Development Commission, 600 E. Court Avenue, Des Moines, Iowa 50309. Or call: 515/281-3098.

The kit includes the following materials:

- Introduction to the theme, possible uses
- IDC media schedule
- Black-and-white reproductions of IDC ads
- Suggested uses for local campaign tie-ins
- How to design print ads
- Help available locally
- Jingle tape — 60-second, 30-second and 10-second
- Sample radio scripts
- How to incorporate theme into TV spots
- How to customize billboards
- Direct mail concepts, picture postcards
- Public relations primer ✦

# Record numbers seek Iowa travel information

Demand for information on Iowa's visitor attractions hit peak levels last summer, with the state's seven tourist information centers drawing record crowds for the second year in a row.

Nearly 72,000 travel parties signed the centers' books in 1983. During 1982, about 63,200 travel parties registered, then a record.

The average travel party size in 1983 was 2.8 people, meaning that about 200,000 travelers stopped at the centers this summer. The centers, which were open from May 16 through Sept. 15, are located at rest areas along Iowa's three interstate highways. The Iowa Development Commission operates the centers.

"I think we have to attribute much of the increase to the improved economy," said Paul Comer, manager of the visitors section for the Iowa Development Commission.

"And continued economic recovery in 1984, along with our new tourism advertising campaign, should do even more to increase the number of travelers in Iowa."

The value of the centers was confirmed in interviews with 1,350 of the information center visitors. Eighty-one percent of the interviewed said they did not obtain Iowa travel information before entering the state.

**Spending**

Besides the increase in the number of visitors, average spending by each travel party also was up.

The visitors who were interviewed indicated their parties spent an average of $80.46 per day while in Iowa, up from $62.17 in 1982. A breakdown indicated that for every travel dollar spent in Iowa in 1983, 40 cents went for transportation costs, 29 cents for lodging, 25 cents for food, and a nickel for entertainment. The remaining penny was spent on miscellaneous items.

The average travel party size of 2.8 people this summer represented little change from the year before. And the average trip length of 3.9 days — of which 2.6 days were spent in Iowa — was about the same as in 1982.

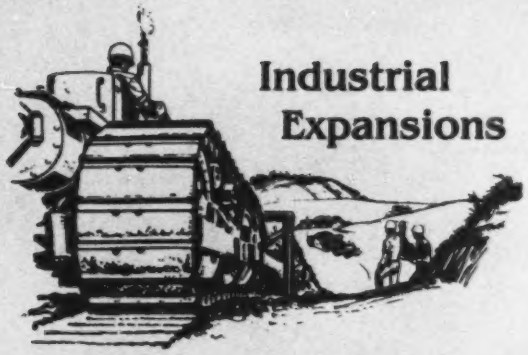
Families again comprised the majority of travel parties, although the percentage dropped slightly to 69 percent. The figure was nearly 71 percent in 1982. Meanwhile, the number of travel parties that were headed by retired persons increased to 17 percent in 1983, up from 13 percent the year before. And, of the heads of travel parties who were interviewed, nearly 50 percent said their ages were between 55 and 74 years.

**Pass-through**

This year's research again indicated that the lion's share of Iowa's visitors are passing through the state on their way somewhere else. A marketing plan written for the Iowa Travel Council last winter said pass-through travelers represent one of the largest untapped markets for Iowa's visitor industry.

In the travel center interviews, 81 percent of those responding said they would be willing to make unscheduled side trips. The average amount of time they would be willing to spend on such a side trip is about 1.3 hours, the surveys indicated.

When asked what types of attractions would interest them enough to make an unscheduled side trip, the travelers cited historical areas most often, with scenic areas and museums also garnering high ratings. ✦



## Industrial Expansions

# Wal-Mart, Ryko head long

### Wal-Mart Inc.

Wal-Mart Inc. of Bentonville, Ark., has announced plans to build a $10 million distribution center in Mount Pleasant, employing 400 people.

Sam Walton, Wal-Mart president, cited the "tremendous cooperation" his firm received from the Iowa Development Commission and the Henry County Development Corp. as one factor in the company's decision to build in Mount Pleasant.

Wal-Mart's initial contact with the IDC came through the agency's CALL ONE business information service. The firm requested information on establishing retail outlets in Iowa. Impressed by the service they received from the CALL ONE staff, Wal-Mart officials decided to look at Iowa as the site for a distribution center.

The 600,000 square-foot distribution center is scheduled to open in early 1985, and will serve stores throughout the upper Midwest. Other factors involved in the company's decision to locate in Iowa were the state's central location and its productive work force, Walton said.

### Sheaffer Eaton Division

The Sheaffer Eaton Division of Textron has broken ground for a 90,000 square-foot distribution center in Fort Madison.

The center is set to open in 1984 and is expected to employ about 100 workers.

Murray Eisner, Sheaffer Eaton president, said company officials decided to locate the center in Fort Madison because of the "diligent and intelligent work force, good community relations, persuasive local officials and the superior leadership of the local plant." Sheaffer Eaton already is Fort Madison's largest employer, employing about 1,000 workers at a pen-manufacturing plant.

### Norand Corp.

Norand Corp. of Cedar Rapids has announced an expansion of its computer manufacturing operation, creating 45 new jobs.

Kirkwood Community College will train the new workers, using provisions outlined in a new state job training program. The agreement between Norand and Kirkwood is the first under the new law. (See story on page 7.)

Norand employs about 400 workers at its downtown Cedar Rapids facility, manufacturing handheld data-processing systems and point-of-sale data-processing systems.

Norand also recently announced the signing of a $40 million contract with the Pizza Hut chain to provide computer systems to all 2,500 of the company-owned restaurants in the chain.

The precise impact of the contract on Norand's employment level is not known, company officials said. The contract is the largest in Norand's history.

### Ryko Manufacturing Co.

Ryko Manufacturing Co. of Des Moines, a maker of automatic car washes, is moving to expanded quarters in Grimes.

The company studied relocation opportunities in Texas. "But the efforts of the Iowa Development Commission and the Bureau of Economic Development (of the Greater Des Moines Chamber of Commerce) made it economically feasible for us to stay in Iowa," said James A. Nelson, Ryko's chief executive officer.

"This was a team effort," said Jack Bailey, IDC director. "Everyone involved is proud of being part of retaining industry in central Iowa."

The new headquarters provides Ryko with nearly a third more space than its present facility on Des Moines' east side, and the opportunity to hire as many as 50 additional workers.

### Iowa Electric, ADM

Iowa Electric Light & Power Co. and Archer Daniels Midland have begun work on a joint $43.5 million project in Cedar Rapids to refurbish the Prairie Creek Power Station.

The renovated facility will provide both electricity and steam to ADM's plant in southwest Cedar Rapids. When completed, the project will be the largest "cogeneration" facility in Iowa.

Construction work is expected to create about 150 jobs. The project is scheduled to be completed by late 1985.

No immediate expansion is planned of ADM's plant, but chief engineer Glenn Kimball said the project will lower his company's energy costs. And when ADM looks for a plant to enlarge, the lower production costs will make the Cedar Rapids facility a leading candidate.

### National Soil Tilth Center

Iowa State University will be the site of a $17 million National Soil Tilth Center for the U.S. Department

# list of Iowa expansions

of Agriculture.

The center is set to be completed by 1987. Preliminary plans include laboratory, office and shop space for 20 scientists, more than 200 science technicians and 60 graduate students.

The center is to be the national headquarters for a broad-based attack on questions about how to protect and improve topsoil.

### Decal Specialties

Decal Specialties of Mason City recently moved its manufacturing and shipping operations into a remodeled 20,000 square-foot building in that city.

The firm also constructed an adjoining 20,000 square-foot addition.

The company — which produces illustrated stickers, stick-on identification labels and notepads — opened in 1981 with five employees. The firm now employs more than 200 workers.

Further expansion is expected in the next three years, and employment could rise to 800, company officials said.

### Rawhide Trailers of Iowa

Rawhide Trailers of Iowa has been on a steadily increasing production schedule since beginning operations in Cresco in June.

The firm's initial work force of about 20 employees has grown to 40. The initial production goal of 20 steel livestock trailers per week — expected to be reached at the start of 1984 — was attained just a few weeks after production began.

Rawhide moved into the building formerly occupied by Feather-Lite Trailers of Iowa, which earlier this year expanded its central plant by about 7,500 square feet. The central plant expansion enabled Feather-Lite to abandon the building Rawhide now occupies and expand its production of aluminum livestock trailers. Feather-Lite employs about 60 workers.

### Lennox Industries Inc.

Lennox Industries Inc. of Marshalltown has started production of new medium-high efficiency gas furnaces and two larger models of its popular "pulse" furnaces.

The additional production spawned the hiring of 40 new workers this fall, and the possibility exists that more will be added to the company's work force. The current payroll of 700 at Lennox represents a 25 percent increase since spring 1982, when production of the "pulse" furnaces began.

The "pulse" furnaces have efficiency ratings of 91 to 97 percent, compared to about 60 percent for conventional gas furnaces. The new

*(Cont. on page 12)*

*Sam Walton, president of Wal-Mart Inc., holds up a copy of the newspaper that hailed his firm's decision to build a multi-million dollar distribution center in Mount Pleasant. (Photo courtesy of the Mount Pleasant News.)*

(Cont. from page 11)

medium-high efficiency furnaces have about an 80 percent efficiency rating.

### Teleconnect Co.

Teleconnect Co. of Cedar Rapids has announced the purchase of a former beer distributing center in that city for use as its new corporate headquarters.

The company plans to spend about $700,000 renovating the building. The building will provide 35,000 square-feet of space when the remodeling is completed.

Teleconnect's work force has grown from 25 to 325 employees since 1982, and company officials said they expect to add another 300 workers to the payroll in 1984. Teleconnect provides long-distance telephone service.

### McGrew Manufacturing

McGrew Manufacturing has opened an office in Guttenberg, with plans to start a manufacturing operation there late next summer.

The company will employ about 12 workers in the manufacture of a device to remove loose dust from pharmaceutical pills before they are packaged. Plans also are being made to produce several other products.

### Heying Foods Inc.

Heying Foods Inc. has announced plans to build a $2.3 million processing plant in Panora.

The plant will produce frozen cooked egg products. About 60 workers are expected to be employed, with start-up scheduled for late summer 1984.

### Minnesota Store Equipment

Minnesota Store Equipment of Hopkins, Minn., has announced plans to open a manufacturing plant in Mason City.

The maker of walk-in coolers is buying the former Gambles depot. The firm plans to start production in February, initially employing 20 to 30 workers.

### J.M. Grimstad Inc.

J.M. Grimstad Inc. of Milwaukee is building a 6,000 square-foot warehouse in the Cedar Falls Industrial Park.

The warehouse is scheduled to open in January, eventually providing jobs for five or six people. Grimstad currently has an office in Waterloo. The company specializes in pneumatic and hydraulic equipment.

### Oscar Mayer & Co.

Oscar Mayer & Co. is expanding the ham-boning operation at its Perry plant.

About $40,000 has been spent on equipment and other improvements, and about 100 additional employees will be hired.

### Rose's Wood Products

Rose's Wood Products of Clinton has been on a steadily increasing production schedule since opening in July.

The firm began with three employees, and now employs 15. Plans are to add 15 more.

The company manufactures waterbed frames, rails, drawers, pedestals and decks.

### Hawkeye Steel Products Inc.

Hawkeye Steel Products Inc. recently held open house ceremonies at its new plant in Houghton.

The plant employs about 25 people, manufacturing "Pride of the Farm" livestock feeding and watering equipment. Products are manufactured, assembled, painted and packaged at the new Houghton plant. Hawkeye's foundry is in Waterloo.

### Douglas & Lomason Co.

Douglas & Lomason Co. of Red Oak has doubled its plant size and production capacity because of a contract with Chrysler Corp. to produce parts for its new mini-van.

The company's work force earlier this fall grew from 115 workers to 134. Employment eventually could reach 180, according to company projections.

### Barrows Enterprises

Barrows Enterprises of Camanche has announced plans to add two product lines and double its production capabilities.

Barrows, which specializes in van conversions, expects to hire more than 50 additional workers. Further expansion is planned.

Completion of the project is expected before the end of the year.

### Auto Assemblies, Inc.

Auto Assemblies Inc. is reopening its Lamoni division with a payroll of about 50 workers.

Employment could grow to 150 by next spring, company officials said.

The plant closed in late 1979 because of depressed conditions in the automotive industry. The reopened plant will build cross body harnesses for GM's full-size "C" cars. The reopening led to the expansion of the plant from 27,000 square feet to 35,000 square feet.

### Schneider Metal Manufacturing Co.

Schneider Metal Manufacturing Co. has announced plans to build a 20,000 square-foot addition to its plant in Mason City.

The addition, which is expected to be completed in early 1984, will be used for warehousing and manufacturing operations. Schneider manufactures Ross Temp ice makers, wood burning furnaces and energy exchange systems. It employs 260 people.

### Cargill Inc.

Cargill Inc. has announced plans to build a 20,000 square-foot addition to its soy protein processing plant in Cedar Rapids.

The expansion is set to be completed next spring and is expected to generate additional employment. But the number of new jobs has not been determined. ✦

# Iowa Ag & Business Indicators

Compiled by the Iowa Development Commission

## Labor Demand and Supply[1] — September, 1983

| Service Areas | Individual Placements | New Applicants & Renewals | Service Areas | Individual Placements | New Applicants & Renewals |
|---|---|---|---|---|---|
| Ames | 141 | 387 | Iowa City | 320 | 1,332 |
| Atlantic | 119 | 205 | Keokuk | 28 | 523 |
| Burlington | 256 | 913 | Marshalltown | 789 | 891 |
| Carroll | 594 | 518 | Mason City | 930 | 1,215 |
| Cedar Rapids | 2,791 | 3,548 | Muscatine | 64 | 388 |
| Centerville | 75 | 142 | Newton | 257 | 372 |
| Charles City | 20 | 97 | Oskaloosa | 255 | 271 |
| Clinton | 118 | 757 | Ottumwa | 281 | 577 |
| Council Bluffs | 477 | 1,062 | Sheldon | 66 | 153 |
| Creston | 44 | 220 | Shenandoah | 149 | 296 |
| Davenport | 317 | 1,651 | Sioux City | 685 | 1,183 |
| Des Moines | 1,168 | 2,967 | Spencer | 435 | 564 |
| Dubuque | 472 | 1,431 | Storm Lake | 142 | 264 |
| Fairfield | 208 | 303 | Waterloo | 763 | 1,834 |
| Fort Dodge | 380 | 505 | Webster City | 94 | 200 |
| Fort Madison | 59 | 216 | | | |
| | | | TOTAL | 12,592 | 23,024 |

[1]All individual placements made by and applicants listed with Iowa Department of Job Service.

## Leading States for Farm Marketing ($Mil.)

| | Livestock & Products | | Crops | | Total | |
|---|---|---|---|---|---|---|
| | 7 mos./83 | 7 mos./82 | 7 mos./83 | 7 mos./82 | 7 mos./83 | 7 mos./82 |
| U.S. | 40,481.7 | 40,895.7 | 33,990.3 | 34,738.3 | 74,472.0 | 75,634.0 |
| Iowa | 3,515.8 | 3,480.7 | 2,667 7 | 2,540.3 | 6,183.5 | 6,021.0 |
| California | 2,376.8 | 2,457.2 | 3,980.5 | 4,293.6 | 6,357.3 | 6,750.9 |
| Texas | 3,037.2 | 3,110.6 | 2,488.1 | 2,390.1 | 5,525.3 | 5,500.7 |
| Illinois | 1,365.1 | 1,367.7 | 2,619.2 | 3,254.6 | 3,984.4 | 4,622.3 |
| Minnesota | 2,062.2 | 2,063.5 | 1,633.3 | 1,397.0 | 3,695.4 | 3,460.4 |
| Nebraska | 2,385.6 | 2,488.5 | 1,292.2 | 1,478.8 | 3,677.9 | 3,967.3 |
| Kansas | 2,200.5 | 2,203.6 | 1,150.3 | 1,150.9 | 3,350.8 | 3,354.4 |
| Florida | 551.3 | 550.0 | 2,381.8 | 2,302.6 | 2,933.1 | 2,852.6 |
| Wisconsin | 2,325.6 | 2,433.3 | 550.4 | 525.6 | 2,876.0 | 2,958.9 |

## U.S. Consumer Price Index

| | Aug., 1983 | Aug., 1982 |
|---|---|---|
| All Urban Consumers (1967 = 100) | 300.3 | 292.8 |

## Personal Income

| | 1983 | | 1982 | |
|---|---|---|---|---|
| | I | II | I | II |
| Personal Income ($000,000) | 31,324 | NA | 29,782 | 30,458 |

## U.S. Composite Construction Cost Index

| | July, 1983 | July, 1982 |
|---|---|---|
| U.S. Composite Construction Cost Index (1977 = 100) | 159.2 | 155.2 |

## Stock Index

| | Iowa* | Dow Jones Industrial |
|---|---|---|
| July, 1983 | 369.81 | 1,199.22 |
| August, 1983 | 224.66 | 1,216.16 |
| Sept., 1983 | 227.69 | 1,233.13 |

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

## Business Data

| | 8/83 | 8/82 | 8 mos./83 | 8 mos./82 |
|---|---|---|---|---|
| New Car Registrations | 7,421 | 5,559 | 60,884 | 49,626 |
| Iowa Savings & Loan ($000,000) | | | | |
| Total Loans Closed | 72.9 | 23.0 | 327.6 | 134.8 |
| Savings | 6.4 | -23.6 | 593.9 | -51.6 |
| Work Force (000) | 1,362.0 | 1,400.9 | 1,363.1 | 1,396.2 |
| Unemployment | 78.9 | 85.6 | 92.6 | 88.6 |
| Rate (% of work force) | 5.6 | 6.1 | 6.8 | 6.4 |
| Employment | 1,283.1 | 1,315.3 | 1,270.5 | 1,307.6 |

## Average Prices Received by Farmers

| | 9/83 | 8/83 | 9/82 |
|---|---|---|---|
| Corn, bu. | $ 3.23 | $ 3.27 | $ 2.09 |
| Soybeans, bu. | 8.22 | 7.36 | 5.21 |
| Oats, bu. | 1.77 | 1.60 | 1.49 |
| Hogs, cwt. | 44.60 | 46.60 | 60.90 |
| Beef cattle, cwt. | 54.50 | 56.10 | 57.10 |
| Calves, cwt. | 53.10 | 54.50 | 64.50 |
| Milk (whls), cwt. | 12.90 | 12.70 | 13.20 |
| Sheep, cwt. | 14.40 | 14.50 | 20.70 |
| Lambs, cwt. | 49.30 | 48.30 | 50.70 |
| Eggs (market), doz. | .50 | .49 | .39 |
| All hay, ton baled | 68.00 | 54.00 | 49.00 |
| Turkeys, lb. | .41 | .34 | .44 |

## Value of New Dwellings[1] ($000)

| | 9/83 | 9/82 | 9 mos./83 | 9 mos./82 |
|---|---|---|---|---|
| Ames | $ 1,956.0 | $ 76.5 | $ 5,216.0 | $ 983.5 |
| Bettendorf | 928.5 | 718.3 | 6,468.1 | 2,893.6 |
| Burlington | 140.0 | 52.0 | 1,124.7 | 1,404.0 |
| Cedar Falls | 232.9 | 2,237.6 | 1,334.4 | 2,902.5 |
| Cedar Rapids | 255.3 | 118.8 | 1,374.4 | 1,341.6 |
| Clinton | 215.0 | 0 | 1,069.5 | 163.0 |
| Council Bluffs | 333.3 | 2,339.0 | 2,256.8 | 3,127.4 |
| Davenport | 1,129.9 | 2,592.7 | 6,447.3 | 5,179.1 |
| Des Moines | 4,301.6 | 1,953.8 | 8,008.4 | 5,244.8 |
| Dubuque | 0 | 0 | 970.3 | 510.7 |
| Fort Dodge | 106.0 | 0 | 970.3 | 170.0 |
| Iowa City | 1,367.5 | 676.7 | 25,515.3 | 14,487.5 |
| Keokuk | 49.0 | 90.0 | 295.0 | 1,683.3 |
| Marion | 104.9 | 90.5 | 718.1 | 488.4 |
| Marshalltown | 0 | 87.0 | 1,185.0 | 672.0 |
| Mason City | 273.0 | 360.0 | 2,408.1 | 1,036.1 |
| Muscatine | 687.8 | 186.2 | 5,553.4 | 1,026.1 |
| Newton | 0 | 455.0 | 240.0 | 1,257.2 |
| Ottumwa | 75.0 | 51.0 | 520.0 | 1,453.0 |
| Sioux City | 189.4 | 142.9 | 1,588.4 | 2,113.3 |
| Urbandale | 1,193.2 | 418.3 | 5,436.9 | 3,361.5 |
| Waterloo | 123.5 | 254.4 | 2,135.6 | 1,821.6 |
| W. Des Moines | 1,719.3 | 1,440.3 | 12,019.5 | 3,842.4 |
| TOTAL | $ 15,381.1 | $ 14,341.0 | $ 92,855.5 | $ 57,162.6 |

[1]Single, two-family and multiple residential dwellings, based on housing permits issued.

## Average Prices Paid by Farmers

| | 9/15/83 | 9/15/82 |
|---|---|---|
| Beef cattle concentrated, 32-36% | $ 14.30 | $ 12.30 |
| Hog feed, 38-42% protein | 17.00 | 14.30 |
| Soybean meal, 44% protein | 15.50 | 12.00 |
| Dairy feed, 16% protein | 210.00 | 176.00 |
| Poultry feed, layer ration | 200.00 | 173.00 |

## Commodity Feed Price Ratios

| | 9/15/83 | 9/15/82 |
|---|---|---|
| Hog — corn[1] | 13.8 | 29.1 |
| Beef cattle — corn[1] | 16.9 | 27.3 |
| Egg — feed[2] | 5.4 | 5.0 |
| Milk — feed[3] | 1.23 | 1.50 |

[1]Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2]Pounds of laying feed equal in value to 12 eggs.
[3]Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

# Three new execs join IDC

Two new managers and one new administrator have joined the staff of the Iowa Development Commission.

Thomas A. Frisk is the new group manager for marketing. John T. Schaffner is the new group manager for community resources. And Max Milo Mills is the new administrator of the small business division.

• Frisk, prior to joining the IDC, was a partner in a Minneapolis venture capital firm, where he analyzed and evaluated businesses and industries from throughout the Midwest.

Frisk, a Mason City native, has extensive marketing and sales management experience. He earned his bachelor's degree at Iowa State University, and later received a master's in business administration from the University of Iowa.

As group manager for marketing, Frisk oversees all marketing activities at the IDC. Under a recent reorganization, the marketing duties that formerly were assigned to the tourism, agriculture and industrial divisions now are combined into one Marketing Group.

• Schaffner, most recently, was the acting executive secretary of the new State Racing Commission. Prior to that, he served for 12 years as the legislative liaison officer for the Iowa Department of Public Safety. He began his career as a government teacher at Postville Senior High School.

Thomas A. Frisk

John T. Schaffner

Max Milo Mills

Schaffner earned his bachelor's degree at St. Ambrose College and completed graduate studies in political science at Notre Dame University.

As group manager for community resources, Schaffner oversees the IDC's work with Iowa's communities, assisting them in their economic development efforts.

• Mills, a Marshalltown native, is an attorney and former state senator. He served on former Gov. Robert D. Ray's staff from 1968-70. Mills was the regional director of the federal Department of Health, Education and Welfare in Kansas City from 1970-77. After leaving the HEW post, Mills was associated with an international management firm specializing in small-business consulting.

Mills earned his undergraduate degree at the University of Chicago, and received his law degree from Drake University.

Mills administers the new Small Business Division, created by the 1983 Iowa Legislature as part of its efforts to create jobs. The division is charged with encouraging the development of small businesses, helping small businesses with state and federal purchasing regulations, and seeing that small businesses in the state prosper. ✦

# Foreign business inquiries

## Call 515/281-3251 for more information

### Building frames

A Belgian firm is seeking a U.S. licensee for its universal building system. The steel-building frames are light and easy to assemble, and are constructed to offer virtually limitless design combinations. **(B93-6434L)**

### Safety systems

A German manufacturer of luminous safety systems is interested in introducing its product to the U.S. market. The firm is seeking a joint venture or license agreement with a U.S. company. The German product has a long afterglow and has received wide acceptance in several countries. **(G83-7128JL)**

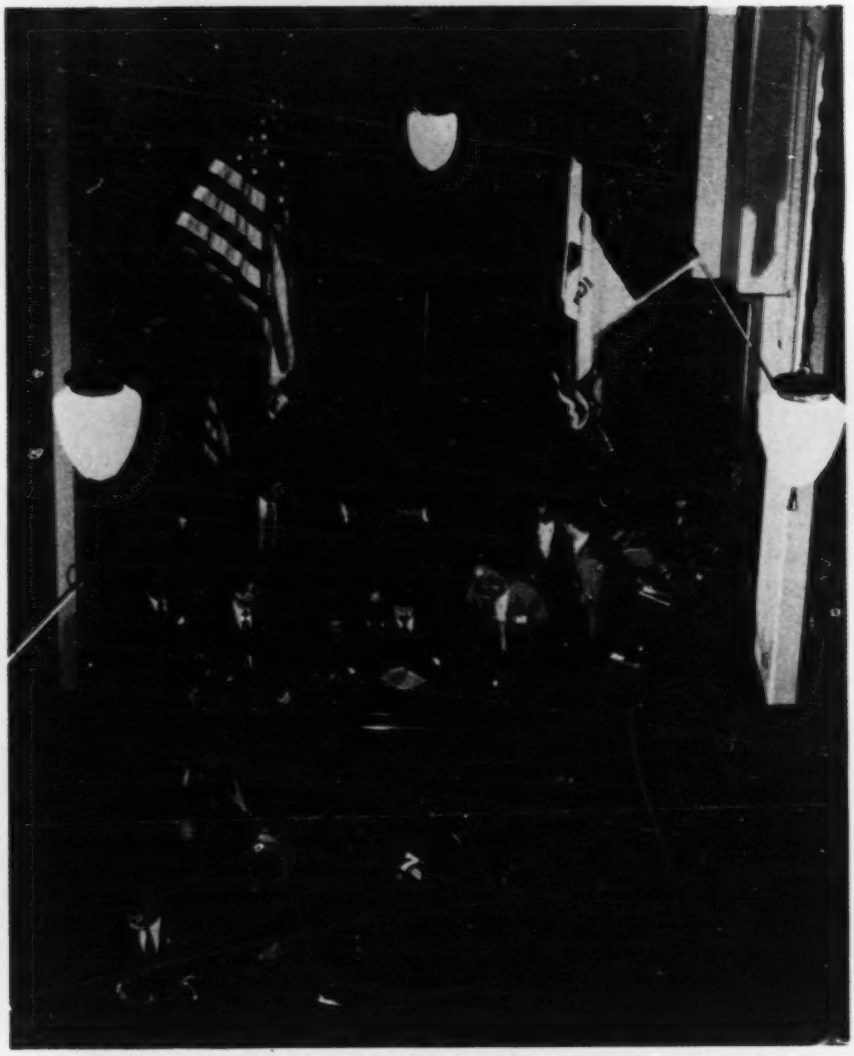
### Ring-books

The largest European manufacturer of ring-book mechanisms is seeking a joint venture with a U.S. company. The German firm produces about 57 million of the mechanisms a year and offers more than 250 types and sizes. Its annual sales total about $13 million. **(G93-7227J)**

### Baking equipment

A German baking equipment manufacturer is interested in discussing a licensing agreement with a U.S. firm for the production of its modern baking installations. In turn, the company is looking for production licenses for flat and toast bread. Established in 1868, the firm employs 80 people. **(G93-7326A)**

The Iowa Development Commission has available to interested firms two lists of projects in the Peoples' Republic of China. The projects encompass a wide variety of industries and products, and the means for collaboration also are diverse. Much potential is seen in these cooperative ventures. The lists are available by calling 515/281-6823. ✦



*Gov. Terry Branstad and members of a Taiwanese trade delegation sign grain contracts during October ceremonies in the Capitol Rotunda.*

# Taiwan seeks to import more American goods

Iowa business people should look to Taiwan when they're seeking new export markets, according to the director general of that country's Board of Foreign Trade.

Vincent C. Siew relayed that message in October when a 35-member Taiwanese trade delegation visited Iowa. The Republic of China team bought more than $36 million worth of Iowa grain during the visit, and met with representatives of 40 Iowa manufacturers, food processors and export companies.

"The State of Iowa has been one of our major import associates in the past," Siew said. "We would like to expect closer trade relations with your state in the years ahead."

The three-day Iowa visit was one leg of a 28-city, U.S. tour, during which the Taiwanese bought more than a half-billion dollars worth of agricultural and manufactured products.

The team was hosted by the Iowa Development Commission, the Iowa Corn Promotion Board and the Iowa Soybean Promotion Board.

The Republic of China is America's seventh-ranked trading partner, importing $4.37 billion worth of goods in 1982. The country imports 95 percent of its food. ✤

Iowa DEVELOPMENT COMMISSION


**IDC DIGEST**
**Nov.-Dec. 1983 Vol. XII-No. 12**



IDC COMMISSIONERS

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Gerald L. Weiner ..... Sioux City



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## Premiere show proclaimed a success

# 300 get 'A Taste of Iowa'

Prize-winning cheese, glistening honey, creamy dips and crispy chips. This and much more was tasted at the premiere of the Iowa Development Commission's new showcase for processed foods, "A Taste of Iowa."

Retail, institutional and food service buyers from across the state gathered at Des Moines' Marriott Hotel in November to sample the wares of 35 of Iowa's most aggressive food processors. Nearly 300 guests responded to personal invitations extended by the IDC on behalf of the food processing industry. Booths displayed many of the participants' products, while a 60 foot-long, hors d'oeuvres table was laden with more.

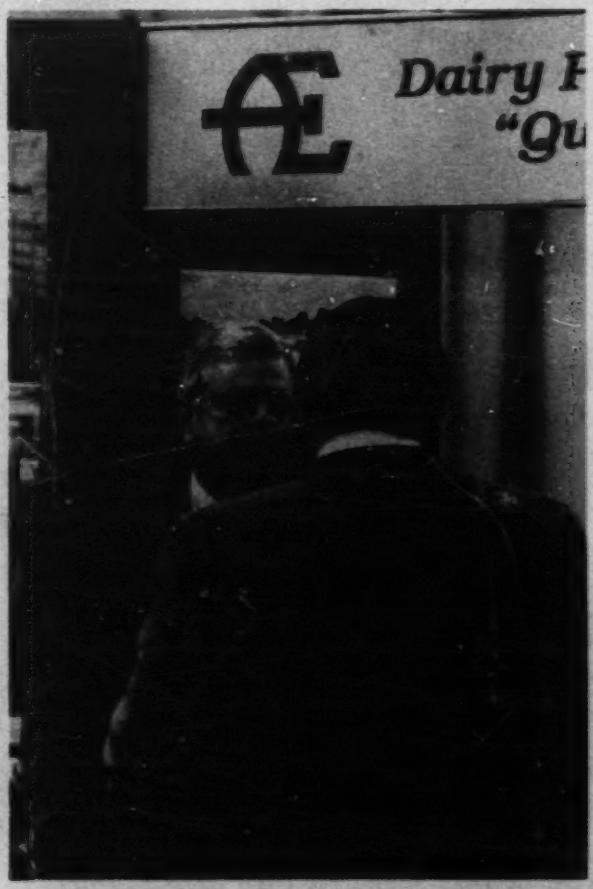
Buyers and exhibitors alike proclaimed the show a success.

"A Taste of Iowa," initiated this year as a promotional vehicle to tout the state's star gastronomic attractions, will follow-up the Des Moines show with visits to other parts of the nation.

"Nearly every type of Iowa food imaginable is represented during 'A Taste of Iowa,'" said Leann Treloar Smith, coordinator of the program for the IDC. "And when you bring all that great Iowa food together with food buyers you create extra business for the state's food processors."

The program is open to any food processing company that operates a plant in Iowa.

"'A Taste of Iowa' promotions will give Iowa processors the chance to meet with food buyers from throughout the country in a professional atmosphere," Smith said. "The food processing industry is the state's second largest manufacturing employer. Interest generated by 'A Taste of Iowa' shows should lead to new business and, subsequently, new jobs. We expect strong support from local industry."




*Jim Erickson of Anderson Erickson Dairy in Des Moines talks with a guest at the first "A Taste of Iowa" show in Des Moines' Marriott Hotel.*